



Egg farmers switch gears to build trust

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Agricultural industries must be more transparent to build trust with a changing Australian public that is increasingly interested in how their food is produced.

That's according to Australian Eggs who today released an Australian Egg Industry Sustainability Framework that forms a long-term commitment by the egg industry to transparent engagement with the community.

Australian Eggs' Managing Director, Rowan McMonnies, said farmers are navigating a new marketplace in which consumers have unprecedented access to information and the egg industry has accepted the challenge to meet public expectations and build greater trust.

"The relationship between agriculture and communities is complex," Mr McMonnies said. "Beyond mainstream consumer purchasing decisions there is the dynamic of evolving community expectations.

"The egg industry has recognised the best way to manage this complexity is to increase the quantity and quality of engagement with the public and set a platform of transparency and accountability.

"Australian Eggs has a role in facilitating this process but it is ultimately farmer driven. The industry's objective is to farm eggs for all Australians in a way that is socially, environmentally and economically responsible. The Sustainability Framework brings this commitment to life and establishes a process for continuous improvement."

The process will be underpinned by CSIRO researchers conducting comprehensive community research and analysis on the impacts and contributions of the egg industry across areas such as the environment, animal welfare, food security and livelihoods.

Senior Research Scientist with the CSIRO, Dr Kieren Moffat, said his team will examine the relationship between the egg industry and communities across Australia.

"Our research program will help provide egg farmers with a better understanding of community attitudes and communities with a better understanding of the egg industry," Dr Moffat said

"The CSIRO will be conducting surveys of the community across all states and territories, as well as inviting interested parties to participate. We're excited to be involved in this project. Community trust is critical to the sustainability of all agricultural industries and we look forward to playing a role in this process."

The CSIRO will begin extensive stakeholder engagement in May 2018 and survey research is expected to commence in July.

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Media Release



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